

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

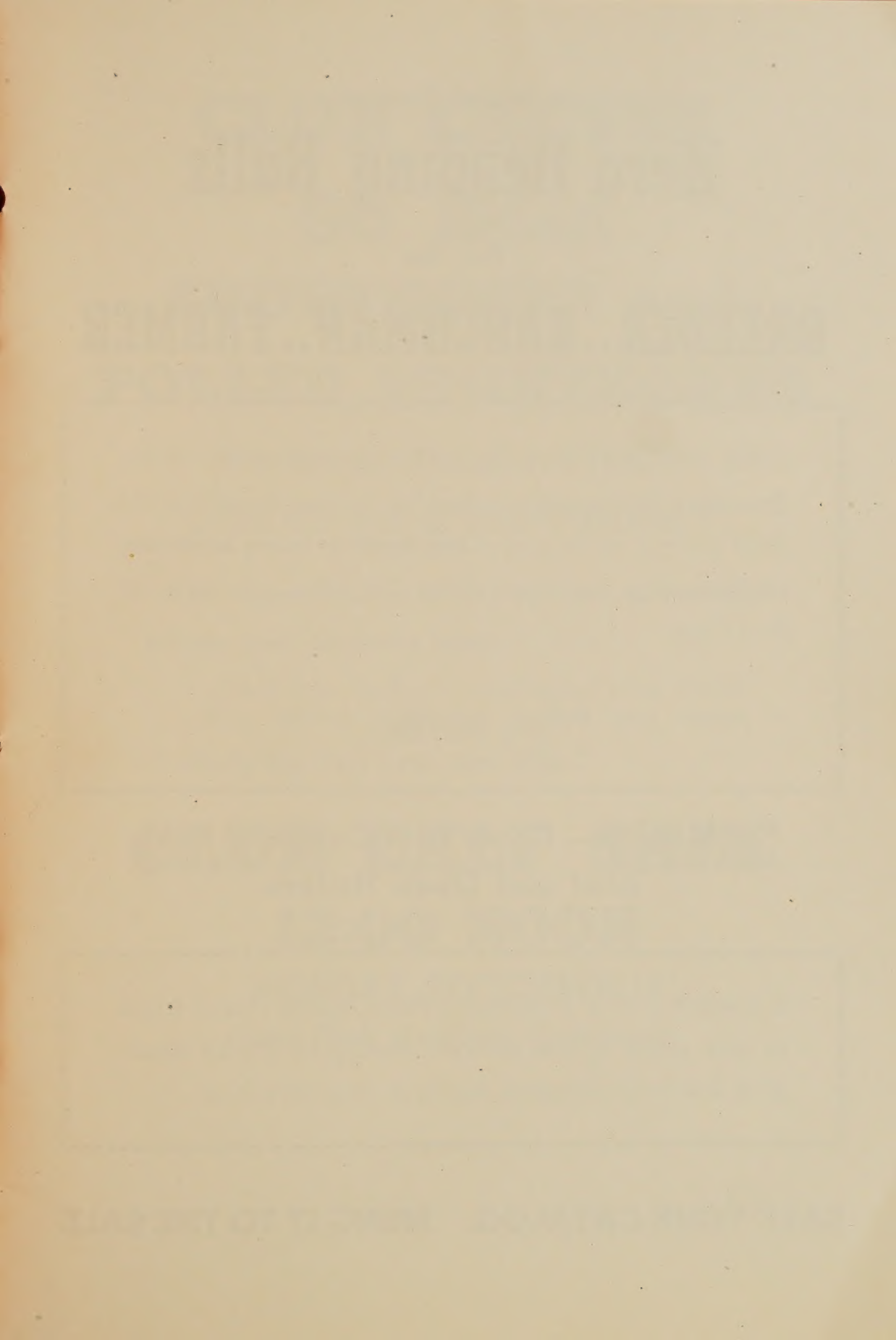
**SOUTHWEST IOWA
SHORTHORN
BREEDERS' ASSOCIATION**

**SHORTHORN & POLLED SHORTHORN CATTLE
and
CLUB CALVES**

SHOW AND SALE

Monday, September 13, 1948

RED OAK, IOWA



A Select Draft of
Herd Heading Bulls

For the
BREEDER..RANCHMAN..FARMER

FREE FREIGHT OFFER — The American Shorthorn Breeders' Association offers to prepay freight up to \$200 on any shipment of **ten head or more breeding cattle** to any one destination 300 miles or over from Red Oak.

Bring your neighbors. . . Buy with them. . .
Ship with them.

**FEMALES — Cows With Calves at Foot
Bred and Open Heifers**

It is easy to ship cattle from Red Oak by rail or truck to any point in the nation. Plenty of trucks available for long distance hauls in any direction.

SAVE YOUR CATALOG. BRING IT TO THE SALE

CLUB CALVES
60 Head
SHORTHORNS and
POLLED SHORTHORNS

are always Ahead in *TYPE*, in
QUALITY and in *PERFORMANCE*.

Our calves have scale, substance, uniform
colors, and pleasing type.

The calves comprise heifers and steers —
ready for club boys and girls.

CLUB CALF SALE

12:00 NOON

MONDAY, SEPTEMBER 13

Red Oak Auction Company

A CORDIAL INVITATION FROM THE CONSIGNORS

The producers of Shorthorns and Polled Shorthorns throughout Southwestern Iowa extend you a cordial invitation to attend our Shorthorn and Polled Shorthorn Show and Sale on Monday, September 13, 1948 at the Red Oak Auction Company, Red Oak, Iowa. We are extremely proud of our offering—females of exceptional blood lines and impressive bulls.

An added feature is the offering of around fifty Shorthorn and Polled Shorthorn calves suitable for club work. Our club calves are sponsored through Shorthorn and Polled Shorthorn breeders within Southwest Iowa. Our calves have scale, substance, uniform color, and pleasing type.

We have assembled a very uniform offering of quality cattle in bulls, females and club calves. The entire offering has been consigned by responsible producers within this area. These herds have been in operation for many years. Their cattle are healthy. They are prolific.

We will welcome as our guests, breeders of Shorthorn cattle, members of 4-H clubs, farmers, ranchers, bankers, business and professional men and ladies. You will enjoy the show. You will find the individuals you need whether for herd improvement or for foundation purposes.

SOUTHWEST IOWA SHORTHORN ASSOCIATION

MALCOLM LOMAS, SALE MANAGER

RED OAK is in the southwest corner of Iowa, Montgomery County. Red Oak is 50 miles east of Omaha, 125 miles southwest of Des Moines and is on the main line of the C. B. & Q. railroad as well as on Federal Highway No. 34 and State Highway No. 48.

HOTEL ACCOMMODATIONS are offered through the **HOTEL JOHNSON**, famous hostelry of Southwest Iowa. Their rooms are nice. They are clean. They are comfortable. The dining room affords the best in foods—a wide variety. Those from a distance planning to stay over night should arrange for accommodations in advance at Hotel Johnson.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Lloyd Davis, Oakland	-	-	-	-	-	-	President
Lou Kennedy, Lewis	-	-	-	-	-	-	Vice President
Malcolm Lomas, Red Oak	-	-	-	-	-	-	Secretary-Treasurer

Carl Gilman, Stuart	-	-	-	-	-	-	Adair
Lou Eckels, Lenox	-	-	-	-	-	-	Adams
Ray Coglon, Exira	-	-	-	-	-	-	Audubon
Lou Kennedy, Lewis	-	-	-	-	-	-	Cass
E. P. Laughlin, Imogene	-	-	-	-	-	-	Fremont
Jacob Burkhardt, Guthrie Center	-	-	-	-	-	-	Guthrie
A. L. Dunham, Dunlap	-	-	-	-	-	-	Harrison
O. R. (Dick) Hyde, Hastings	-	-	-	-	-	-	Mills
Arvid Malmberg, Villisca	-	-	-	-	-	-	Montgomery
Eldor Swanson, Red Oak (Hepburn)	-	-	-	-	-	-	Page
Wm. Matteson, Council Bluffs	-	-	-	-	-	-	Pottawattamie
Ray Saunders, Manilla	-	-	-	-	-	-	Shelby
Dale Peterman, New Market	-	-	-	-	-	-	Taylor
C. O. Nelson, Creston	-	-	-	-	-	-	Union

Malcolm Lomas	-	-	-	-	-	-	Sale Manager
Dale Bellows, Maryville, Mo.	-	-	-	-	-	-	Judge
J. E. Halsey, Des Moines	-	-	-	-	-	-	Auctioneer

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Show at 9:30 a.m.

Sale at 1:00 p.m.

SHOW CLASSIFICATION

For the purpose of this show all animals have been divided into classes according to age and sex. There will be six classes. Each sex will have a Grand Championship and a Reserve Championship. The first and second prize winners in each class will be eligible to show for champion and reserve championships.

The American Shorthorn Breeders' Association, 7 Dexter Park Ave., Chicago, Illinois has donated handsome silk ribbons which will be awarded winners in the various divisions.

The Red Oak Chamber of Commerce has provided \$50 cash premium money for this show. The Southwest Iowa Shorthorn Breeders' Association has added \$200 to this amount making a total of \$250 available for cash premiums. The division of this money is shown below:

1. Bulls calved before July 1, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
2. Bulls calved from July 1, 1947 to August 1, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
3. Bulls calved after August 1, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Bull \$5.
Reserve Champion Bull \$3.
4. Females calved before March 2, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
5. Females calved from March 2, 1947 to June 1, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
6. Females calved after June 1, 1947.
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Female \$5.
Reserve Champion Female \$3.

Judge—Dale Bellows, Maryville, Missouri.

GENERAL INFORMATION

TIME—Monday, September 13, 1948. Show will start at 9:30 a.m. Club calf sale will commence at 12:00 noon and breeding cattle sale at 1:00 p.m.

LOCATION—The show and sale will be held at the Red Oak Auction Company, Red Oak, Iowa, through the courtesy of Mervin Ballard, manager.

The facilities of the Red Oak Auction Company are excellent. They have plenty of parking space for trucks and cars, nice roomy stalls for cattle. The sale pavilion is well ventilated and lighted, most convenient for buyers and owners—everyone interested in better cattle.

TERMS—The terms of the sale are cash unless other arrangements are made in advance with the consignor from whom you purchase. Settlements are to be made with the clerk of the sale immediately at the conclusion of the auction. All stock will be at buyers risk as soon as bid off but the management will attend to loading on cars or trucks in compliance with instructions from purchasers.

GUARANTEE—All cattle are sold subject to a sixty day retest for tuberculosis and health certificates will be furnished to enable them to be shipped into any state or territory. Bulls are guaranteed breeders if properly cared for and not allowed to serve until 16 months old or run with the herd. If a bull fails to breed, he may be returned to the seller, if in as good a condition as when bought, and if, after a test in the seller's herd, he still fails to breed he will be replaced or the purchase money will be refunded. All cows with calves at foot are considered breeders and no further guarantee is made with respect to them. All other cows and all heifers over sixteen month old at time of sale are guaranteed to be breeders. Animals returned to seller because they do not comply with the guarantee will be at the buyer's cost of transportation.

Any claim for adjustment because an animal is a non-breeder must be made within ninety days of the date of the sale.

The above guarantee and terms shall constitute a contract between the consignor and the buyer of each lot. Neither the sale manager nor the clerk of this sale assumes any liability, legal or otherwise.

PEDIGREE CERTIFICATES—A certificate of registry and a transfer will be furnished for each lot sold and an application for registry will be furnished for each lot sold at foot and for each unborn calf sold in dam.

Where footnotes appear in this catalogue they were furnished by the consignor or written from information supplied by the consignor.

MAIL BIDS—Those wishing to buy at this sale who cannot attend in person may send their bids to the Sale Manager or to Jack Halsey, the auctioneer, Mervin Aegerter of the Shorthorn World, Clem Larson, Fieldman for the American Shorthorn Breeders' Association, Roy A. Gilman, Fieldman for the Iowa Shorthorn Breeders' Association, Jack Miller, Fieldman for the Journal Stockman, or Matt White, Field Representative for Wallace's Farmer, all of these men in care of the Sale Manager who will see that they are delivered to the parties whom are entrusted with your order. Any of these men are qualified to know good cattle. Your order sent to them will be carefully and honestly taken care of.

We will not be responsible for any accidents that may occur but will make every effort to provide for the safety and comfort of our guests.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Edellyn Cockade Mercury 2140732 is a smooth, short-legged son of Calrossie Mercury, Imp, the sire of this attractive bull.

LOMAS FARMS

Bull

Lot 1

L F COCKADE MERCURY 2380561

Roan, calved September 28, 1946. Bred and owned by Lomas Farms, Villisca, Iowa. RE 97.

SIRE
Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Lawton Favorite 2009148
Red, William Henderson

DAM
Edellyn Broadhooks 23d
2186581
Red, J. D. Allen

Averil Broadhooks 1921251
Red, A. J. Marshall

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Collynie State Express (286968)
Red, Duthie Webster

Lawton Blossom 4th (188150)
White, William Henderson

Cruggleton Ortona (269642)
RLW, A. J. Marshall

Etta Broadhooks (110536)
Red, A. J. Marshall

L F COCKADE MERCURY 2380561 is impressive in his extreme smoothness, depth of body, full quarters, rugged bone and real masculine head. The Broadhooks family, you know, is famous in out-standing bulls. Here is a grand combination of old country breeding and individual merit. Pretested and vaccinated for Bangs.

If you want to bear a good reputation, turn out a good product.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

FERREL

Bull

Lot 2

TEMPLAR'S SEAL 2453044

Dark roan, calved May 25, 1947. Bred and owned by Mrs. Thera Ferrel, Randolph, Iowa. RE 55.

Larbert Templar 2036824
Roan, P. Forbes Jones

{ Craggleton Reservist (269670)
RLW, A. J. Marshall
Larbert Princess Royal 13th
(159327)
Roan, Peter Forbes Jones

SIRE

Templar's Envoy 2109533
White, Stanley Douglas

Eliza Anoka 2d 1924638
Roan, A. J. Marshall

{ Coldoch Silver Wedding
(286229)
White, W. McNair Snadden
Eliza Dignity 1921256
Red, A. J. Marshall

Golden Laird 2d 1850291
Red, Geo. Allen & Sons

{ Cumberland Laird 1606748
Red, Johnston & Auld
Golden Lady B 1598288
Red, Geo. Allen & Sons

DAM

Augusta B 1944896
Roan, Mrs. Thera Ferrel

Sni-A-Bar Augusta 9th 1767887
Roan, Sni-A-Bar Farms

{ Sni-A-Bar Ensign 1637058
Red, Sni-A-Bar Farms
Augusta 60th 1351430
Roan, Leslie Smith & Son

TEMPLAR'S SEAL 2453044 is thick, smooth-fleshed, short-legged and low set. Here is a bull that deserves your consideration on sale day.



The profit from raising beef cattle comes from the calves.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Will-A-Dell Gold Plate 2063600 is the grandsire of this promising bull.

ELVEDOR FARM

Bull

Lot 3

ELVEDOR DUKE 2459063

Roan, calved May 25, 1947. Bred by Eldor N. Swanson, Hepburn, Iowa; calved property of E. N. Swanson and E. R. Sederburg, Hepburn, Iowa. LE S46.

SIRE

Will-A-Dell Gold Prince 2214734
Red, Will A. Davis

Will-A-Dell Gold Plate 2063600
Roan, Will A. Davis & Son

Brawith Nugget 1944238
Roan, David Douglas

Will-A-Dell Bessie 1836723
Roan, Will A. Davis & Son

Rosewood 99th 1740280
Red, Crews & Andrews

Edellyn Golden Hero 1628955
Red, Thos. E. Wilson

Toft's Rosewood A 1349339
Roan, George Allen & Sons

Browndale Coronet 1934480
Red, Carl L. Retzlaff

Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son

Choice Victoria 12th 1715000
Red, F. W. Retzlaff & Son

DAM

Fair Victoria 2067282
Roan, Eldor N. Swanson

Victoria Beauty 1954280
Red, Eldor N. Swanson

Supreme Revolution 1804328
Red, Bellows Bros.

Victoria Sunbeam 2d 1794237
Red, E. G. Anderson

ELVEDOR DUKE 2459063 is a nice roan, well made calf. Low down and blocky.

A good bull is half the herd, and a poor one is all of it.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SAUNDERS

Bull

Lot 4

BRIARDALE CAROUSEL 294329

Red, calved June 12, 1947. Bred by Torrance Beardmore, Mono Mills, Ontario, Canada; 2d owner, October 17, 1947, John Saunders & Son, Manilla, Iowa. RE F H 7B.

SIRE

O. A. C. Ransom 023rd
270505
Red, Ont. Agr'l College

O. A. C. Ransom 23rd 239526
Red, Ont. Agr'l College

O. A. C. Ransom 2d 231038
Red, Ont. Agr'l College

O. A. C. Beauty 281386
Red, Ont. Agr'l College

O. A. C. Ransom 2d 231038
Red, Ont. Agr'l College

O. A. C. Rosewood 29067
Red roan, Ont. Agr'l College

O. A. C. Rosewood 298067
Red, Ont. Agr'l College

Cruggleton Climax 227244
Red roan, A. J. Marshall

Bridgebank Rosedean 213883
Red, A. J. Marshall

Fairy Charity 209357

DAM

Netherburn Goldie 294747
Red, A. P. Hart

Golden Flower Maid
A. Hewson

Broad Blade
Roan, A. Hewson
Golden Flower 14th Impt.
204705
T. A. Buttar

BRIARDALE CAROUSEL 294329 is a big, rugged red bull. Marallbar Farm sold Golden Bull Farm a full sister to this bull in their last sale for \$1000. This bull will add scale and smoothness to any herd.

PETERSEN

Bull

Lot 5

ROMEO LAD 2451479

Red, calved June 15, 1947. Bred and owned by James L. Petersen, Exira, Iowa. LE 9.

SIRE

Romeo 4th 2308043
Red, W. E. Summerville

Helfred Romeo 2135854
Red, F. W. Hubbell

Brae Lodge Headlight 1874600
Red, T. A. Russell

Rosewood of Helfred 3d 1781560
Roan, F. W. Hubbell

Village Jilt 11th 1987190
Red, W. E. Summerville

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Village Jilt 9th 1928660
Roan, W. E. Summerville

Brookside Type 1999369
Roan, R. J. Egger

Brawith Rambler 1922468
Roan, James Douglas & Sons

Brookside Rosewood 3d 1765327
Red, R. J. Egger

DAM

Red Maid 19th 2187404
Red, Ray Coglon

Roan Maid 9th 2091507
Roan, Ray Coglon

Brawith Earl 1929790
Roan, Ben G. Studer

Red Maid 6th 2001221
Red, Ray Coglon

ROMEO LAD 2451479 is a dark red bull that is low set but still plenty rugged. He looks like a herd prospect to us. Look him over on sale day.

You can do something for a friend he cannot do for himself.
Speak a good word for him.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Collynie Stardale x1879093 is an outstanding son of
Collynie Sensation x1789859.

BURNHAM

Bull

Lot 6

RED OAK TRADITION x2453898

Dark roan, calved June 23, 1947. Bred by R. E. Phillip, Red Oak, Iowa; 2d owner, November 4, 1947, F. R. Burnham, Griswold, Iowa. RE 296.

SIRE

Red Oak Sensation x2036756
Roan, David & Jas. Burns

Collynie Stardale x1879093
Roan, Fred Blomstrom

Orange Blossom 3d x1786975
Roan, David & Jas. Burns

Red Dale x1758246
Red, E. P. Laughlin

DAM

Dale's Orange Blossom x1805313
Roan, R. E. Phillip

Sultan's Blossom x1668602
Roan, S. W. Stewart & Son

Collynie Sensation x1789859
Red, Albert Hultine & Sons
Lady Rosewood x1713067
White, Fred Blomstrom

Victor Rodney x1628905
Red, David & Jas. Burns

Orange Blossom x1582625
White, David & Jas. Burns

Master Dale x1396391
Roan, E. P. Laughlin

Missie 8th x1577540
Roan, E. P. Laughlin

Beauty's Sultan x1282362
White, W. A. Meyer

Blossom x1367228
Red, S. W. Stewart & Son

RED OAK TRADITION x2453898 is a good, dark roan, good headed son of Red Oak Sensation, Earl Phillip's great herd bull. He has not been pampered but is ready to go right to work for you. Is already a proven sire as I have six cows with calf by him now. Tested for T. B. and Bangs.

To produce calves at a minimum cost the breeder must maintain
his cow herd economically.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

NICKLE

Bull

Lot 7

PRINCE OF PINE RIDGE 2d 2460900

Red, calved June 29, 1947. Bred and owned by Ray D. Nickle, Clearfield, Iowa. LE 4713.

SIRE Prince Supreme 2131040 Roan, Miles of View Farms	Calrossie Prince Peter 2009143 Roan, J. MacGillivray	{	Calrossie Randolph (275440) Roan, J. MacGillivray
	Juno of Parkdale 16th 1899878 Red, Bellows Bros.	{	Calrossie Princess Mona (88108) Roan, J. MacGillivray
DAM Mysie 12th 2270996 Dark Roan, Walter L. Brugman	Golddrop's Diamond 2189758 Roan, Ben W. Lake	{	Supreme Commodore 1762664 Roan, Bellows Bros.
	Mysie 11th 2142204 Red, W. C. Anderson & Son	{	Juno of Parkdale 12th 1608991 Roan, Bellows Bros.
		{	Maxwalton Superb 1916656 Roan, Maxwalton Farms, Inc. Lakeside Lady Golddrop 7th 1909184 Red, Ben W. Lake
		{	Pride of Sunnyside 2001501 Red, G. H. Schuerman
		{	June Mysie 1704584 Red, W. C. Anderson & Son

PRINCE OF PINE RIDGE 2d 2460900 is a thick, soggy bull, close to the ground, with a great head, plenty of rib spread, square rump, and full quarter. Good enough to head any herd. His sire is Prince Supreme by the Perth Champion, Calrossie Prince Peter. His dam is a great producing Mysie cow, a granddaughter of Maxwalton Superb.

HAROLD J. HART

Bull

Lot 9

MERCURY'S PROUD PRINCE 2455182

Red, calved July 4, 1947. Bred by Lomas Farms, Villisca, Iowa; calved property of Harold J. Hart, Villisca, Iowa. RE 2.

SIRE Edellyn Cockade Mercury 2140732 Roan, Thos. E. Wilson	Calrossie Mercury 1957318 White, J. MacGillivray	{	Calrossie Control (255913) White, J. MacGillivray Calrossie Augusta Opal (179796) Dark roan, J. MacGillivray
	Pitpointie Orange Blossom 41st 2031993 Red, Robert L. P. Duncan	{	Pitpointie Thistle (289054) Roan, Robert L. P. Duncan Pitpointie Orange Blossom 21st (137946) Roan, R. L. P. Duncan
DAM Augusta 43d 2191250 Roan, Lomas Farms	Miles of View Prince 2074904 Red, Miles of View Farms	{	Calrossie Prince Peter 2009143- Roan, J. MacGillivray
	Miss Augusta 2047210 Roan, Lomas Farms	{	Star Secret 1839719 Roan, T. Dorsey Jones
		{	Browndale Villager 1819607 Red, Hopley Stock Farm
		{	Augusta of Bancroft 1968950 Roan, L. F. Farley

MERCURY'S PROUD PRINCE 2455182 is a deep, low set, blocky calf and shows plenty of masculinity. Don't overlook this calf. He is a real prospect.

Calves should be examined for lice as they cannot make normal gains infested.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

FARQUHAR

Bull

Lot 10

DIAMOND MERCURY 2455384

White, calved July 8, 1947. Bred by Lomas Farms, Villisca, Iowa; calved property of Lisle Farquhar, Coin, Iowa. LE 7F08.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Douglas Style 2033057
Red, McCone Bros.

Browndale Douglas 1801297
Red, McCone Bros.

DAM

Diamond Lily 43d 2191252
Roan, Lomas Farms

Diamond Lily 13th 1883749
Roan, Geo. Struve

Narcissus Lady 1638554
Red, McCone Bros.

Browndale's Beau 1774621
Roan, Geo. Struve

Diamond Lily 11th 1807731
Red, Geo. Struve

DIAMOND MERCURY 2455384 is a smooth, heavy boned calf with an extra good pedigree. Pre-tested and vaccinated for Bangs, also tested for T. B.

RICHARD HART

Bull

Lot 11

CHAMPION MERCURY 2455183

Roan, calved July 8, 1947. Bred by Lomas Farms, Villisca, Iowa; calved property of Richard Hart, Villisca, Iowa. RE 1.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Douglas Style 2033057
Red, McCone Bros.

Browndale Douglas 1801297
Red, McCone Bros.

DAM

Cumberland 43d 2191251
Red, Lomas Farms

Volumnia Cumberland 2d
1780943
Red, H. K. Owens

Narcissus Lady 1638554
Red, McCone Bros.

Anoka Gold Ring 1335450
Red, Anoka Farms

Volumnia Cumberland 1311576
Red, H. K. Owens

CHAMPION MERCURY 2455183 is a very nice even roan. He has a grand head, short neck, good lines, heavy quarters and exceptionally good bone. Here is a bull having the earmarks of a potent sire.

The reputation of many a herd has been made by the purchase of
an outstanding breeding bull.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Sunray—sire of this bull's grandmother.

NICKLE

Bull

Lot 12

PRINCE OF PINE RIDGE 3d 2460901

Roan, calved July 19, 1947. Bred and owned by Ray D. Nickle, Clearfield, Iowa. LE 478.

SIRE

Prince Supreme 2131040
Roan, Miles of View Farms

Calrossie Prince Peter 2009143*
Roan, J. MacGillivray

Calrossie Randolph (275440)
Roan, J. MacGillivray

Calrossie Princess Mona (88108)
Roan, J. MacGillivray

Juno of Parkdale 16th 1899878
Red, Bellows Bros.

Supreme Commodore 1762664
Roan, Bellows Bros.

Juno of Parkdale 12th 1608991
Roan, Bellows Bros.

Helfred Prentice 215448
Red, F. W. Hubbell

Sunray 1946437
Roan, Geishecker Bros.

Helfred Beauty 4th 1946438
Red, F. W. Hubbell

DAM

72d Duchess of Gloster 2298807
Red, A. P. Lyon

71st Duchess of Gloster 1964254
Roan, C. F. Curtiss

Royal Regent 2d 1717475
Roan, C. F. Curtiss

59th Duchess of Gloster 1544630
Roan, C. F. Curtiss

PRINCE OF PINE RIDGE 3d 2460901 is an extremely rugged bull, good color and beautifully bred. Sire is Prince Supreme by the imported Calrossie Prince Peter. His dam is 72d Duchess of Gloster, granddaughter of Sunray, the International Grand Champion bull. Be sure and look him over sale day.

Dry, clean feed lots help prevent feed waste; animals may refuse badly soiled feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Red Oak Grand x2453896

PHILLIP

Bull

Lot 13

RED OAK GRAND x2453896

Red, calved July 22, 1947. Bred and owned by R. E. Phillip, Red Oak, Iowa. RE 300.

SIRE

Red Oak Sensation x2036756
Roan, David & Jas. Burns

Collynie Stardale x1879093
Roan, Fred Blomstrom

Orange Blossom 3d x1786975
Roan, David & Jas. Burns

Goldspur's Villager x1916824
Red, R. E. Phillip

DAM

Red Oak Victoria 4th x2056164
Roan, R. E. Phillip

Red Oak Victoria x1948247
Red, R. E. Phillip

Collynie Sensation x1789859
Red, Albert Hultine & Sons

Lady Rosewood x1713067
White, Fred Blomstrom

Victor Rodney x1628905
Red, David & Jas. Burns

Orange Blossom x1582625
White, David & Jas. Burns

Browndale Villager 1819607
Red, Hopley Stock Farm

O B's Red Rose x1720832
RWM, S. W. Stewart & Son

Browndale Max x1815774
Red, E. P. Laughlin

Victoria's Gem x1804009
Roan, Myrtie Eichhorn

RED OAK GRAND x2453896 is a choice red Polled son of Red Oak Sensation who has sired us many champions and blue ribbon winners in competition with the best of the breed. Both Grand Champion bull and Grand Champion female at last fall's State Sale were sired by Sensation. Also a pair of 11 months old heifers by him were first prize "Pair of Females" at the National Sale this spring.

The calf with what you would call a small bone generally makes the show winner. Its flesh gets thicker.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Braedoon Band Master 2139667, the sire of this good, rugged individual.

DAVIS

Bull

Lot 14

WILL A DELL MASTER 2464693

Red, calved July 24, 1947. Bred and owned by Will A. Davis & Son, Oakland, Iowa. RE D 46.

Klaymor Direct -244322-
Red, W. J. Russell

{ Collynie Royal Barrage 1873801
Roan, Duthie Webster
Cromelybank Brawith Bud 4th
171695
Red, John N. Reid

SIRE

Braedoon Band Master 2139667
Red, Kenneth C. Gray

Klaymor Princess Elizabeth 2d
298033-
Roan, W. J. Russell

{ Collynie Royal Barrage 1873801
Roan, Duthie Webster

{ Aldie Princess Elizabeth 1986446
Red, Finlay MacGillivray

Edellyn Golden Hero 1628955
Red, Thos. E. Wilson

{ Bridgebank Warbond 1492015
Roan, Albert J. Marshall

{ Eliza 36th 1219185
RLW, T. A. Anderson, Est.

DAM

Rosewood 99th 1740280
Red, Crews & Andrews

Toft's Rosewood A 1349339
Roan, George Allen & Sons

{ Edgcote Clipper Toft 1068777
Roan, Owen Kane

{ Collynie Rosewood 175045
White, Carpenter & Ross

WILL-A-DELL MASTER 2464693—A good red son of Braedoon Band Master, out of our foundation: Rosewood cow, Rosewood 99th. Here's good breeding and a bull that will do someone a lot of good.

Feeding tests show that younger animals produce more beef
per hundred pounds of feed than older cattle.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Ed-Ru Command 2041305 has a proven reputation as a sire.

NICKLE

Bull

Lot 15

PRINCE OF PINE RIDGE 4th 2460902

Roan, calved July 27, 1947. Bred and owned by Ray D. Nickle, Clearfield, Iowa. LE 479.

Calrossie Prince Peter 2009143 Roan, J. MacGillivray	}	Calrossie Randolph (275440) Roan, J. MacGillivray
		Calrossie Princess Mona (88108) Roan, J. MacGillivray
Juno of Parkdale 16th 1899878 Red, Bellows Bros.	}	Supreme Commodore 1762664 Roan, Bellows Bros.
		Juno of Parkdale 12th 1608991 Roan, Bellows Bros.
Ed-Ru Command 2041305 Roan, Thos. E. Wilson	}	Edellyn Command 2000000 Roan, Chas. A. Linzee Gordon
		Edellyn Princess Royal 13th 1950788 Roan, Duthie Webster
Fairview Gloster 2d 1923950 Roan, Hale Thompson	}	Baronet 1726749 Roan, George Walker
		Sni-A-Bar Gloster 27th 1805675 RLW, Sni-A-Bar Farms

DAM

Duchess of Gloster 53d 2302948
Roan, Leslie Young

PRINCE OF PINE RIDGE 4th 2460902. Here is another son of the good breeding bull, Prince Supreme by Calrossie Prince Peter, Imp. His dam is Duchess of Gloster 53 and her dam, Fairview Gloster by the Imported Baronet. Note the imported blood in this pedigree.

Cattle grubs can be controlled at reasonable cost by
using 1¼% rotenone dust.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

NICKLE

Bull

Lot 17

PRINCE OF PINE RIDGE 2460899

Roan, calved August 8, 1947. Bred and owned by Ray D. Nickle, Clearfield, Iowa. LE 476.

SIRE

Prince Supreme 2131040
Roan, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Juno of Parkdale 16th 1899878
Red, Bellows Bros.

Golddrop's Diamond 2189758
Roan, Ben W. Lake

DAM

Rosewood 152d 2278453
Dark Roan, Walter L. Brugman

Rosewood 151st 2091380
Roan, Loveland Farm

Calrossie Randolph (275440)
Roan, J. MacGillivray

Calrossie Princess Mona (88108)
Roan, J. MacGillivray

Supreme Commodore 1762664
Roan, Bellows Bros.

Juno of Parkdale 12th 1608991
Roan, Bellows Bros.

Maxwalton Superb 1916656
Roan, Maxwalton Farms, Inc.

Lakeside Lady Golddrop 7th
1909184
Red, Ben W. Lake

Royal Proud Archer 1904323
Roan, Tomson Bros.

Rosewood 9th 1763935
Roan, Loveland Farm

PRINCE OF PINE RIDGE 2460899 is a dark roan bull, well built, with a good head, not overly fitted and a little young. Note the attractive Rosewood pedigree on the dam's side. His sire is Prince Supreme by Imp. Calrossie Prince Peter.

SAUNDERS

Bull

Lot 18

CUMBERLAND RANSOM 8th (Sent for Record)

Red, calved August 10, 1947. Bred and owned by John R. Saunders & Son, Manilla, Iowa. RE C.S.F.2. LE 478.

SIRE

Don Hill Ransom 2223308
Red, Geo. D. Fletcher & Son

Ransom Marshall 258119
Red, Geo. D. Fletcher & Son

Mary Ransom 2193608
Roan, Geo. D. Fletcher & Son

Edellyn Golden Count 1950781
Roan, Thos. E. Wilson

DAM

Missie Mist 2d 2179387
Red, Geo. Fanning

Bridgebank Missie 2d 1949151
Red, John McCord & Son

Green Grove Ransom 242360
Red, Geo. D. Fletcher & Son

Victoria of Waverly 18th 293748
Roan, Geo. H. Laird & Son

Green Grove Ransom 242360
Red, Geo. D. Fletcher & Son
Mary Anne of Lancaster 5th
269893
Roan, John Miller, Jr.

Brawith Count 1846144
Roan, David Douglas

Nonpareil Countess 1558583
RLW, Duthie Webster

Bridgebank Cavalier 1871788
Roan, John McCord & Son

Missie 141st 1762077
Roan, John McCord & Son

CUMBERLAND RANSOM 8th. Here is a deep red son of Don Hill Ransom, one of the better sires of Shorthorns, a smooth yearling with plenty of size and smoothness. A lot of men will like this calf.

Have a program of farm and herd improvement and stick to it.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

GREEN

Bull

Lot 19

GOLDFINDER'S MINT AUGIE 2480920

Roan, calved August 15, 1947. Bred and owned by Richard Green, Orient, Iowa. RE 7.

SIRE

Goldfinder's Mint 2222623
Roan, Phillip Funke

Goldfinder's Image 2146432
Roan, Husted Bros.

Supreme Goldfinder 1920005
Roan, M. D. Whimple

Rosewood B 2d 1972963
White, C. L. Teter

Lady Ramsden 59th 1911848
Roan, Phillip Funke

Goldspur's Mint 1713726
Red, Hopley Stock Farm

Lady Ramsden 55th 1789086
White, Phillip Funke

Verd Lea Count 2247114
Roan, W. W. Neely

Verd Lea Goldspur 1901631
Roan, Phillip Funke

Roan Victoria 1818248
Roan, W. W. Neely

DAM

Verd Lea Alice 2372945
White, Richard Green

Verd Lea Emma 4th 2190522
Roan, W. W. Neely

Type's Lad 2039209
Red, Phillip Funke

Verd Lea Emma 1935818
White, W. W. Neely

GOLDFINDER'S MINT AUGIE 2480920 is impressive in his extreme smoothness, thickness of body, full quarters, rich color and rugged bone, a Goldfinder bred to be low set. Pretested and vaccinated for Bangs.

LUTHER GOLDBERG

Bull

Lot 20

MAJESTIC DUKE 2489929

Roan, calved September 28, 1947. Bred and owned by Luther Goldberg, Essex, Iowa. LE 8.

SIRE

Templar's Duke 2343836
Dark roan, Mrs. Thera Ferrel

Templar's Envoy 2109533
White, Stanley Douglas

Larbert Templar 2036824
Roan, P. Forbes Jones

Eliza Anoka 2d 1924638
Roan, A. J. Marshall

Golden Lady G 2056185
Red, Mrs. Thera Ferrel

Gold Coin 1972706
Roan, Mrs. Thera Ferrel

Golden Lady F 1931860
Red, Mrs. Thera Ferrel

Browndale Supreme 1955144
White, Bellows Bros.

Divide Advance 2d 1858417
Roan, The Allen Cattle Co.

Victoria Gem 1878705
Roan, J. W. Dana

DAM

Valley View Maid 12th 2161242
White, Otis A. Westphal

Valley View Maid 7th 1533045
Roan, A. O. Stanley, Est.

Merry Revelation 1390373
Roan, A. W. Peet

Valley View Maid 2d 1929022
White, A. O. Stanley

MAJESTIC DUKE 2489929 is a nice roan bull calf with lots of outcome and should make someone a good sire. He sells pretested and calfhood vaccinated for Bangs, also tested for T. B.

Retain top soil more profitably by grass farming with Shorthorns.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BROWN

Bull

Lot 21

PRINCE GOLDPIECE 2466355

Roan, calved October 22, 1947. Bred and owned by LeRoy V. Brown, Corning, Iowa. RE 747.

SIRE

Prince Statesman 2269859
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Roan Princess 4th 2010584
Roan, Geo. Struve

Clearview Gold Star x2137263
Red, Phillip Kennedy

DAM

Gold Star Butterfly 2306664
Roan, Geo. McMaster

Fluffy Butterfly Tweed x2119998
White, Geo. McMaster

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Divide Statesman 1833171
Red, The Allen Cattle Co.

Red Princess 1901623
Red, Geo. Struve

Stardale x2020699
Red, David & Jas. Burns

Barmpton Lady 20th 1928974
Roan, Kennedy Bros.

Oakwood Radiant King 2d
x1957392

Roan, C. B. Teegardin & Sons
Snofluff x1851867
White, Geo. McMaster

PRINCE GOLDPIECE 2466355 is a blocky roan calf, giving a Goldstar blood that is well and favorably known in Southwest Iowa. His dam is a Butterfly heifer that goes back to King Collynie Jr. 1718025. Pretested and vaccinated for Bangs.

combination of Prince Peter and
Should make you a bull you will
like. 1718025. Pretested and vac-

PRINCE'S ADVANCE 2487452

FARQUHAR

Bull

Lot 22

Red, white marks, calved November 22, 1947. Bred and owned by Lisle Farquhar, Coin, Iowa. LE 7F13.

SIRE

Prince Royal 2300984
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Marion 15th 1958563
Roan, W. E. Summerville

Beauty's Advance 1980212
Roan, Bellows Bros.

DAM

Orange Wonder 3d 2087633
Roan, Lisle Farquhar

Orange Wonder 1899939
Red, Lisle Farquhar

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Marion 12th 1866770
Roan, W. E. Summerville

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Supreme Beauty C 1904845
Roan, Bellows Bros.

Villager 5th 1861058
Red, Thomas Duncan

Orange Blossom 34th 1840166
Roan, J. B. Mackoy

PRINCE'S ADVANCE 2487452 is a good young calf with lots of size and quality. Splendid pedigree. Pretested and vaccinated for Bangs, also tested for T. B.

More and better livestock is the best market for your farm
crops and by-products.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LUCAS

Cow

Lot 25

VILLAGE AUGUSTA 14th 1987186

Roan, calved July 18, 1939. Bred by W. E. Summerville, Gray, Iowa; 2d owner, February 11, 1941, Lomas Farms, Villisca, Iowa; 3d owner April 1, 1946, Tip Lucas & Son, Lenox, Iowa.

SIRE

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Browndale Goldspur 1464101
Roan, Thos. E. Wilson

Browndale Count 1156438
Roan, James Douglas

Edellyn Dorothy 1214058
Roan, Thos. E. Wilson

Divide Violet 3d 1712355
Roan, The Allen Cattle Co.

Browndale Archer 1406824
Red, Thos. E. Wilson

Divide Violet 1469106
Roan, The Allen Cattle Co.

Browndale Pioneer 1698458
Red, M. W. Smith

Divide Pioneer 1593970
Roan, The Allen Cattle Co.

Village Belle 5th 1482956
Roan, Orlo H. Smith

DAM

Village Augusta 12th 1825711
Red, W. E. Summerville

Village Augusta 9th 1618469
Red, W. E. Summerville

Gainford Wonder 1479304
Roan, C. E. Tilton

Village Augusta 6th 1425507
Red, W. E. Summerville

VILLAGE AUGUSTA 14th 1987186 is a good, smooth roan cow. She was bred March 8th to Goldfinder Centurian, a dark red son of Goldfinder Diamond.

McCONE

Cow

Lot 26

FANCY AUGUSTA 15th 2137269

Roan, calved May 20, 1942. Bred and owned by M. L. Christensen, Harlan, Iowa; 2d owner December 18, 1942, McCone Bros., Botna, Iowa. LE 19.

Dams

Breeders of Dams

Sires

Breeders of Sires

Fancy Augusta 14th 1990717	M. L. Christensen	Sni-A-Bar Meteor 1796385	McCone Bros.
Fancy Augusta 8th	Arthur Martin	Villager Augustus 1356335	F. Gallmeyer
Fancy Augusta 7th	Bellows Bros.	Sanguhar Marshal 1027314	O. A. Stanley
Fancy Augusta 5th	Bellows Bros.	Parkdale Radium 449574	Bellows Bros.
Fancy Augusta 3d	Bellows Bros.	Type's Lord 444367	C. A. Saunders
Fancy Augusta 2d	Berry & Abildgaard	Village Fancy 417901	D. R. Hanna
Augusta	Jos. Miller & Sons	Craibstone 150955	Geo. Anderson
Augustina's Pearl	A. Alexander	Lord Darnley 151011	Arthur Johnston
Augustina 3d	Lady G. Cathcart	Royal Pride 187633	Wm. Duthie
Augusta 37th	Jas. Bruce	Banadullae 149524	Wm. Duthie

DOUGLAS GUARD 2d, Sire—Browndale Douglas 1801297 by Browndale's Type 1738563, out of Lady Marengo 21st 1738569. Dam, Lady Marengo 24th 1801308 by Browndale Scarlet 1592580, out of Lady Marengo 18th 1636049.

SNI-A-BAR METEOR, Sire—Sni-A-Bar Ensign 1637058 by Saltoun Claymore 1529924, out of Augusta Supreme 1141069. Dam, Sni-A-Bar Rosebud 1675445 by Helmsman 1520931, out of Velvet Roseleaf 1114599.

VILLAGER AUGUSTUS, Sire—Village Knight 367812 by Villager 295884, out of Belle of St. Cloud 11647. Dam, Maxwalton Augusta 24th 760701 by Revolution 388359, out of Maxwalton Augusta 12th 201391.

FANCY AUGUSTA 15th 2137269 was mated June 4th to Red Mercury Leader. We are selling this well bred Augusta cow with a red bull calf at foot as an attraction to the Red Oak Sale.

In Canada there are more registered herds of Scotch Shorthorns
than there are herds of any other breed.

The Southwest Iowa Shorthorn Breeders' Association

The place where

Scotch blood lines are the best — —

Pedigrees and health certificates are delivered promptly — —

Individuals are of top quality and in splendid condition — —

Every consignment is backed by a reliable producer and the sales management functions on the basis that — —

"If buyers secure courteous treatment and profitable cattle the sellers are always going to find the most satisfactory market."





—HAD A BUSY DAY!

© 1964 CO. U.S.A.

CLUB CALVES SHORTHORNS and POLLED SHORTHORNS

An opportunity for club boys and girls
to secure calves with scale, substance,
uniform color and pleasing type.

**Club Calf Sale at 12:00 Noon,
MONDAY, SEPTEMBER 13th**

Club calves are produced by Shorthorn
and Polled Shorthorn breeders within
Southwest Iowa. The calves comprise
heifers and steers—ready for club ac-
tivities.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Sni-A-Bar Regent Mercury, our herd bull, is a $\frac{3}{4}$ brother to Sni-A-Bar Control.

BOWER

Cow

Lot 27

JILT'S LADY B 2363641

Roan, calved May 12, 1946. Bred by Daniel E. Bower, Bridgewater, Iowa; calved property of Daniel E. Bower & Sons, Massena, Iowa. LE 25.

SIRE

Brawith Monarch 2272606
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. G. Egger

Rosebud's Rose 1765689
Roan, J. T. Judge

Brawith Standard 2052270
Roan, R. J. Egger

Jilt's Lady 25th 1945464
Roan, Daniel E. Bower

Brawith Rambler 1922468
Roan, Jas. Douglas & Sons

A Queen of Riches 4th 1906378
Red, R. J. Egger

Ridgewood Browndale 1691186
Roan, Meyers Bros.

Rosebud Maid 1670015
RLW, J. T. Judge

Brawith Rambler 1922468
Roan, Jas. Douglas & Sons

A Queen of Riches 4th 1906378
Red, R. J. Egger

K'iblean Count 1818995
White, J. T. Judge

Jilt's Lady 11th 1716477
Red, Daniel E. Bower

DAM

Jilt's Lady 36th 2218783
White, Daniel E. Bower

JILT'S LADY B 2363641 is a stylish and typy heifer. She is exceptionally smooth and low set. She carries the service of Sni-A-Bar Regent Mercury, our new herd bull, since July 22nd.

A farm includes breeding, raising, feeding and marketing.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

ELVEDOR FARM

Cow

Lot 28

FAIR CONSTANCE 27th 2390925

Red, calved July 7, 1946. Bred by Eldor N. Swanson, Hepburn, Iowa; 2d owner, January 2, 1947, E. N. Swanson & E. R. Sederburg, Hepburn, Iowa. LE S60.

SIRE

Will-A-Dell Gold Prince 2214734
Red, Will A. Davis & Son

Will-A-Dell Gold Plate 2063600
Roan, Will A. Davis & Son

Rosewood 99th 1740280
Red, Crews & Andrews

Supreme Enchanter 2054491
Roan, Bellows Bros.

DAM

Fair Constance 25th 2263379
Red, Eldor N. Swanson

Fair Constance Again 204447
Red, Eldor N. Swanson

Brawith Nugget 1944238
Roan, David Douglas

Will-A-Dell Bessie 1836723
Roan, Will A. Davis & Son

Edellyn Golden Hero 1628955
Red, Thos. E. Wilson

Toft's Rosewood A 1349339
Roan, George Allen & Sons

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Fair Beauty 12th 1623370
Roan, Bellows Bros.

Browndale Coronet 1934480
Red, Carl L. Retzlaff

Fair Constance 21st 1824409
Red, Bellows Bros.

FAIR CONSTANCE 27th 2390925 is a smooth, deep and low down heifer. Vaccinated for Bangs. Bred July 17th to Helfred Bapton Major 7th 2309918.



Proper feeding of the pregnant cow or heifer is important in assuring a strong, husky calf at birth.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



LF Royal Leader 2d 2490594, an outstanding individual—junior herd sire of Lomas Farms, Villisca.

BRUCE

Cow

Lot 29

LOMAS FARMS ROAN LADY 2425556

Roan, calved January 20, 1947. Bred by Lomas Farms, Villisca, Iowa; 2d owner October 10, 1947, Donald B. Bruce, Hastings, Iowa. LE 162.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Miles of View Prince 2074904
Red, Miles of View Farms

Lomas' Roan Lady 2022361
Red, Sni-A-Bar Farms

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Star Secret 1839719
Roan, T. Dorsey Jones

Sni-A-Bar Baron's Pride 1846084
Red, Sni-A-Bar Farms
Sni-A-Bar Roan Lady 7th
1805683
Red, Sni-A-Bar Farms

DAM

Roan Lady 44th 2269874
Red, Lomas Farms

LOMAS FARMS ROAN LADY 2425556 is that popular cross of Mercury-Calrossie Prince Peter. She is a great individual with a grand head and the right kind of pedigree. Pretested and vaccinated for Bangs. Sells open. Champion heifer Mills County Achievement Show 1948.

The size of a beef cattle breeding herd should not exceed the caring capacity of pastures and roughage available on the farm.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Brawith Emperor 2069695 a sire of impressive females.

McCONE

Cow

Lot 30

ROSEBUD 7th 2422196

Red, calved February 4, 1947. Bred and owned by McCone Bros., Botna, Iowa. LE B 115.

SIRE

Brawith Emperor 2069695
Roan, Carl L. Retzlaff

Brawith Nugget 1944238
Roan, David Douglas

{ Brawith Boy 1836058
Roan, Hugh S. Black
Primrose Jilt -252728-
Dark roan, John Walker

Clara Belle 15th 1962767
Roan, Carl L. Retzlaff

{ Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son
Clara Belle 13th 1757833
White, F. W. Retzlaff & Son

Browndale Douglas 1801297
Red, McCone Bros.

{ Browndale's Type 1738563
Roan, McCone Bros.
Lady Marengo 21st 1738569
Red, McCone Bros.

DAM

Rosebud 5th 2100929
Red, McCone Bros.

Rosebud 1801310
Roan, Robt. McCone

{ Master Cumberland 2d 1530762
White, McCone Bros.
Type's Rosebud 1162206
Roan, Robt. McCone

ROSEBUD 7th 2422196 is a full sister to the Grand Champion 4-H heifer at the 1946 Iowa State Fair. She was mated July 10th to Red Mercury Leader. Pretested and calfhood vaccinated.

Foot and mouth disease, caused by a highly infective virus, is one of the most devastating animal diseases known.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



LF Upright 2473171, at seven months of age, and his dam, an outstanding matron, Elcona Clipper Amelia 3d 2286516. LF Upright 2473171 is a grand combination of old country breeding and individual merit.

ISAACSON

Cow

Lot 31

LOMAS FARMS MAUD 2425553

Red, calved March 1, 1947. Bred by Lomas Farms, Villisca, Iowa; 2d owner, November 5, 1947, Max Isaacson, Stanton, Iowa. LE 163.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Pitpointie Orange Blossom 41st
2031992
Red, Robert L. P. Duncan

Miles of View Prince 2074904
Red, Miles of View Farms

Maud 81st 1944436
White, Sni-A-Bar Farms

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Sni-A-Bar Baron's Pride 1846084
Red, Sni-A-Bar Farms

Maud 79th 1846089
Roan, Sni-A-Bar Farms

DAM

Maud 44th 2269873
R&W, Lomas Farms

LOMAS FARMS MAUD 2425553 is a toppy, short-legged, thick and good headed heifer—the kind that will make a real brood cow. Pretested and vaccinated for Bangs. Sells open.

Give your cattle a dry bed. It's cheaper than feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Larbert Templar 2036824 has made an outstanding record both in Canada as well as the states.

HYDE

Cow

Lot 32

AUGUSTA 25th 2426600

Roan, calved March 1, 1947. Bred and owned by O. R. Hyde, Hastings, Iowa. RE 47.

Larbert Templar 2036824
Roan, P. Forbes Jones

{ Craggleton Reservist (269670)
RLW, A. J. Marshall
Larbert Princess Royal 13th
(159327)
Roan, Peter Forbes Jones

SIRE

Templar's Envoy 2109533
White, Stanley Douglas

Eliza Anoka 2d 1924638
Roan, A. J. Marshall

{ Coldoch Silver Wedding
(286229)
White, W. McNair Snadden
Eliza Dignity 1921256
Red, A. J. Marshall

Sultan Pride 1972707
Red, A. P. Ferrell

{ Golden Laird 2d 1850291
Red, Geo. Allen & Sons

DAM

Augusta 5th 2056183
Red, A. P. Ferrell

Augusta 4th 1433060
Red, Geo. W. Retzlaff & Son

{ Augusta 8th 1837168
Roan, Geo. W. Retzlaff & Son

{ Parkdale Sultan 1325987
Roan, Bellows Bros.

{ Augusta 3d 1313871
Red, Geo. W. Retzlaff & Son

AUGUSTA 25th 2426600 is an outstanding daughter of Templar's Envoy 2109533, a deep body, smooth fleshed heifer carrying a width very uniform. Should develop into an outstanding cow.

Young pastures should be at least six inches tall before pastured.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

MALMBERG

Cow

Lot 33

TENVILLE'S ROSE 2418669

Roan, calved January 15, 1947. Bred and owned by Malmberg Bros., Villisca, Iowa. RE 14.

SIRE

Cockade Victor 2269850
Roan, Lomas Farms

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray
Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Victoria Duchess 2d 2139251
Red, Lomas Farms

Douglas Style 2033057
Red, McCone Bros.

Victoria Princess 2d 1987185
Roan, W. E. Summerville

Advance Client 2d 2092132
Red, Bellows Bros.

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

DAM

Malmberg's Venus 2286093
Red, Malmberg Bros.

Stanton's Venus 2103078
Roan, Malmberg Bros.

Supreme Beauty 13th 1782680
Red, Bellows Bros.

Browndale Master 3d 1932116
Roan, Geishecker Bros.

Bonnie Venus 1986589
Roan, Lomas Farms

TENVILLE'S ROSE 2418669 has a beautiful head, lots of depth and comes from a good producing family. She will fit nicely into any herd. Tested for Bangs and T. B. Sells open.



Better stay at home and watch the cow; you have waited a year
for her offspring.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Red Mercury Leader 2331940, our outstanding son of
Edellyn Royal Leader 16th.

McCONE

Cow

Lot 35

GIPSY MAID 30th 2443427

Roan, calved March 14, 1947. Bred and owned by McCone Bros., Botna, Iowa. LE B117.

SIRE

Brawith Emperor 2069695
Roan, Carl L. Retzlaff

Brawith Nugget 1944238
Roan, David Douglas

Brawith Boy 1836058
Roan, Hugh S. Black

Primrose Jilt -252728-
Dark roan, John Walker

Clara Belle 15th 1962767
Roan, Carl L. Retzlaff

Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son

Clara Belle 13th 1757833
White, F. W. Retzlaff & Son

Browndale Douglas 1801297
Red, McCone Bros.

Browndale's Type 1738563
Roan, McCone Bros.

Lady Marengo 21st 1738569
Red, McCone Bros.

DAM

Gipsy Maid 28th 2145550
Roan, McCone Bros.

Gipsy Cumberland 14th 1511815
Roan, McCone Bros.

Cumberland's Prince 1190225
Roan, John R. Saunders

Gipsy Cumberland 12th 1859091
Red, C. A. Saunders & Sons

GIPSY MAID 30th 2443427 is the best heifer we have ever consigned to a Red Oak Sale. She is the same Gipsy Maid family as Gipsy Maid 4th that sold at \$1700 to Raymond Stewart, Dover, Kentucky, the second top female in the Merryvale Sale. Gipsy Maid 30th was mated July 8th to Red Mercury Leader. She will make a top breeding cow in any herd. Pretested and calfhood vaccinated.

Sell the scrub and feed the purebred.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

J. N. & J. L. JOHNSON

Cow

Lot 36

MARJORY MAY 5th 2479033

White, calved March 25, 1947. Bred and owned by J. N. & J. L. Johnson, Sidney, Iowa. RE J63.

SIRE

Braemor Acquisition 2254245
Dark roan, Carl L. Ratzlaff & Sons

Brawith Nugget 1944238
Roan, David Douglas

Choice Victoria 17th 1934485
Roan, Carl L. Ratzlaff

Sultan's Augustine x1883467
Red, Ira Braucht

DAM

Marjory May 2d 2023830
Red, Geo. McMaster

White Marjory x1761372
White, Geo. McMaster

Brawith Boy 1836058
Roan, Hugh S. Black

Primrose Jilt -252728-
Dark roan, John Walker

Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son

Choice Victoria 13th 1757832
Roan, F. W. Retzlaff & Son

Royal Augustine x1700077
Red, Ira Braucht

Mina 7th x1754851
Red, Ira Braucht

Sultan's Commander x1682722
White, H. C. Stork

Mayday Marjory 1692771
Roan, Geo. McMaster

MARJORY MAY 5th 2479033 is good enough to go into the finest herd. Look her over carefully. She has the breeding and type of a real Shorthorn matron. Sells open.

J. N. & J. L. JOHNSON

Cow

Lot 37

ROAN MARJORY 2479034

Roan, calved March 26, 1947. Bred and owned by J. N. & J. L. Johnson, Sidney, Iowa. RE J64.

SIRE

Braemor Acquisition 2254245
Dark roan, Carl L. Retzlaff & Sons

Brawith Nugget 1944238
Roan, David Douglas

Choice Victoria 17th 1934485
Roan, Carl L. Retzlaff

Sultan's Augustine x1883467
Red, Ira Braucht

DAM

Marjory Shuler 2032756
Roan, Geo. McMaster

Mayday Marjory 1692771
Roan, Geo. McMaster

Brawith Boy 1836058
Roan, Hugh S. Black

Primrose Jilt -252728-
Dark roan, John Walker

Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son

Choice Victoria 13th 1757832
Roan, F. W. Retzlaff & Son

Royal Augustine x1700077
Red, Ira Braucht

Mina 7th x1754851
Red, Ira Braucht

Master Mark 1508863
White, Geo. McMaster

Valley View Marjory 3d 1575484
Red, A. O. Stanley, Est.

ROAN MARJORY 2479034 is a very thick, deep-bodied heifer with wonderful fleshing qualities. She is ideal in pedigree and character. Sells open.

Good feeding equipment prevents waste of feed and labor.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BROWN

Cow

Lot 38

ROBIN JEALOUSY 2478056

Roan, calved April 1, 1947. Bred by Marion Mackey, Clarksville, Missouri; calved property of Le-Roy V. Brown, Corning, Iowa. RE 247.

SIRE

Garguston Cock Robin 2056995
Red, R. S. McWilliam

Magheramorne Commodore
(304906)
Red, H. C. Robinson

Magheramorne Misanthrope
(292213)
Red, H. C. Robinson
Magheramorne Charity (191881)
RLW, H. C. Robinson

Golden Vicki 2024746
RLW, R. S. McWilliam

Aldsworth Royal Jubilee
(274418)
Roan, W. Garne
Golden Lilac (180003)
Red, R. S. McWilliam

Divide Masterpiece 2117650
Red, The Allen Cattle Co.

Duke of Killearn 1919448
Roan, Claude Gallinger

DAM

Valley Jealousy 2263878....
Roan, Ralph Johnson

Divide Maid 21st 1930400
Red, The Allen Cattle Co.

Jealousy 11th 2131045
Roan, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Sni-A-Bar Jealousy 10th
2031744
Red, Sni-A-Bar Farms

ROBIN JEALOUSY 2478056 is from a Jealousy cow purchased from Marion Mackey at the Pike County Sale 1946, a granddaughter of the Duke of Killearn and Calrossie Prince Peter. This combination of these two great blood lines, with Imp. Garguston Cock Robin has resulted in a deep bodied, thick, very neat roan heifer you should see and own. I have been reluctant to sell her but we want good ones in this sale. Pretested and vaccinated for Bangs.

HYDE

Cow

Lot 39

AUGUSTA 26th 2426599

Roan, calved April 4, 1947. Bred by Mrs. Thera Ferrel, Randolph, Iowa; 2d owner O. R. Hyde, Hastings, Iowa. RE 44.

SIRE

Templar's Envoy 2109533
White, Stanley Douglas

Larbert Templar 2036824
Roan, P. Forbes Jones

Cruggleton Reservist (269670)
RLW, A. J. Marshall
Larbert Princess Royal 13th
(159327)
Roan, Peter Forbes Jones

Eliza Anoka 2d 1924638
Roan, A. J. Marshall

Coldoch Silver Wedding
(286229)
White, W. McNair Snadden
Eliza Dignity 1921256
Red, A. J. Marshall

Gold Coin 1972706
Roan, Mrs. Thera Ferrel

Golden Laird 2d 1850291
Red, Geo. Allen & Sons
Villager's Fairy 5th 1762024
Roan, Mrs. Thera Ferrel

DAM

August 14th 2197352
Roan, Mrs. Thera Ferrel

August 11th 1898702
Red, Mrs. Thera Ferrel

Baronet 1726749
Roan, George Walker
Sni-A-Bar Augusta 9th 1767887
Roan, Sni-A-Bar Farms

AUGUSTA 26th 2426599 is a good typey daughter of Templar's Envoy 2109533 that should develop into a good producer.

The better the clover the more nitrogen and organic matter there will be for the crops that follow.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

CAROL ANN GOLDBERG

Cow

Lot 40

VICTORIA ROSE 2482805

Roan, calved April 12, 1947. Bred by Luther Goldberg, Essex, Iowa; 2d owner, January 1, 1948, Carol Ann Goldberg, Essex, Iowa. LE 6.

SIRE

Templar's Duke 2343836
Dark roan, Mrs. Thera Ferrel

Templar's Envoy 2109533
White, Stanley Douglas

Golden Lady G 2056185
Red, Mrs. Thera Ferrel

Helfred Jester 1946430
Red, F. W. Hubbell

DAM

Victoria Beauty 3d 2140786
Red, Anderson Stock Farm

Victoria Beauty 1870850
Roan, E. G. Anderson, Est.

Larbert Templar 2036824
Roan, P. Forbes Jones

Eliza Anoka 2d 1924638
Roan, A. J. Marshall

Gold Coin 1972706
Roan, Mrs. Thera Ferrel

Golden Lady F. 1931860
Red, Mrs. Thera Ferrel

Brae Lodge Headlight 1874600
Red, T. A. Russell

Princess Missie 25th 1554155
Red, Thos. E. Wilson

Browndale Officier 1770338
Roan, Geo. W. Retzlaff & Son

Victoria May Belle 1758367
Roan, E. G. Anderson

VICTORIA ROSE 2482805 is a beautiful roan heifer with lots of quality and depth. She was pre-tested and calfhood vaccinated for Bangs. Has also been T. B. tested. Placed second in both the 4-H group and open class heifers in Page County 1948 Fair. Sells open.

FARQUHAR

Cow

Lot 41

ROAN BEAUTY 2455389

Roan, calved May 25, 1947. Bred and owned by Lisle Farquhar, Coin, Iowa. LE 7F06.

Douglas Style 2033057
Red, McCone Bros.

Red Secret 3d 2047213
Red, Lomas Farms

Beauty's Advance 1980212
Roan, Bellows Bros.

Orange Blossom 34th 1840166
Roan, J. B. Mackoy

SIRE

Douglas Advance 2139224
Red, Lomas Farms

Browndale Douglas 1801297
Red, McCone Bros.

Narcissus Lady 1638554
Red, McCone Bros.

Browndale Villager 1819607
Red, Hopley Stock Farm

Red Secret 1858651
RLW, Lomas Bros.

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Supreme Beauty C 1904845
Roan, Bellows Bros.

Scottish Baronet 1745476
Roan, J. B. Mackoy

Orange Countess 2d 1623195
Roan, J. D. McDermott & Sons

DAM

Orange Blossom 37th 2180524
Roan, Lisle Farquhar

ROAN BEAUTY 2455389 is a choice heifer from a heavy milking family. Pretested and vaccinated for Bangs, also tested for T. B. Sells open.

Creep-fed calves should have plenty of whole oats or shelled corn in the creep.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Calrossie Prince Peter 2009143 shows the kind of cattle in the background of this swell little heifer.

HAROLD J. HART

Cow

Lot 43

LADY SECRET 2455184

Red, calved June 4, 1947. Bred and owned by Harold J. Hart, Villisca, Iowa. LE 2.

SIRE

Prince Warden 2269861
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Avon's Florence 710th 1985796
Red, Otto A. Schrank

Calrossie Warden 1894830
Roan, Chris M. Gerst

Avon's Florence 71st 1899961
Roan, Otto A. Schrank

Douglas Style 2033057
Red, McCone Bros.

Browndale Douglas 1801297
Red, McCone Bros.

Narcissus Lady 1638554
Red, McCone Bros.

DAM

Lady Secret 20th 2139245
Red, Lomas Farms

Lady Secret 9th 1756556
Roan, D. E. Lomas

Browndale Archer 1686044
Red, D. E. Lomas

Lady Secret 5th 1339991
Roan, D. E. Lomas

LADY SECRET 2455184 is an attractive dark red, short-legged, blocky heifer from that famous Secret family. Pretested and vaccinated for Bangs. Sells open. Champion beef heifer Page County Achievement Show 1948.

Blood, care, feed and advertising—these are the four legs to the breeding business.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Miles-of-View Prince 2074904 is an exceptional breeding son of Calrossie Prince Peter, Imp. Formerly senior herd sire at Lomas Farms.

LOMAS FARMS

Cow

Lot 44

LF ROAN LADY 2490607

Red, calved June 24, 1947. Bred and owned by Lomas Farms, Villisca, Iowa. LE 166.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Douglas Style 2033057
Red, McCone Bros.

DAM

Roan Lady 43d 2191264
Red, Lomas Farms

Lomas' Roan Lady 2022361
Red, Sni-A-Bar Farms

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Thistle (289054)
Roan, Robert L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Browndale Douglas 1801297
Red, McCone Bros.

Narcissus Lady 1638554
Red, McCone Bros.

Sni-A-Bar Baron's Pride 1846084
Red, Sni-A-Bar Farms
Sni-A-Bar Roan Lady 7th
1805683
Red, Sni-A-Bar Farms

LF ROAN LADY 2490607 has good depth of body, shows lot of breed character and an outstanding head. She has the kind of pedigree that results in an outstanding breeding cow. She is pretested and vaccinated. Sells open.

The reputation of a herd is at stake when cattle from it are sold in combination sales.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

GREEN

Cow

Lot 45

VERD LEA DAISY 2480921

Red, calved August 22, 1947. Bred and owned by Richard Green, Orient, Iowa. RE 9.

SIRE

Goldfinder's Mint 2222623
Roan, Phillip Funke

Goldfinder's Image 2146432
Roan, Husted Bros.

} Supreme Goldfinder 1920005
Roan, M. D. Whimble

} Rosewood B 2d 1972963
White, C. L. Teter

Lady Ramsden 59th 1911848
Roan, Phillip Funke

} Goldspur's Mint 1713726
Red, Hopley Stock Farm

} Lady Ramsden 55th 1789086
White, Phillip Funke

Verd Lea Count 2247114
Roan, W. W. Neely

} Verd Lea Goldspur 1901631
Roan, Phillip Funke

} Roan Victoria 1818248
Roan, W. W. Neely

DAM

Verd Lea Maude 2373946
Red, Richard Green

Verd Lea Dainty Dame 6th
2143380
Roan, W. W. Neely

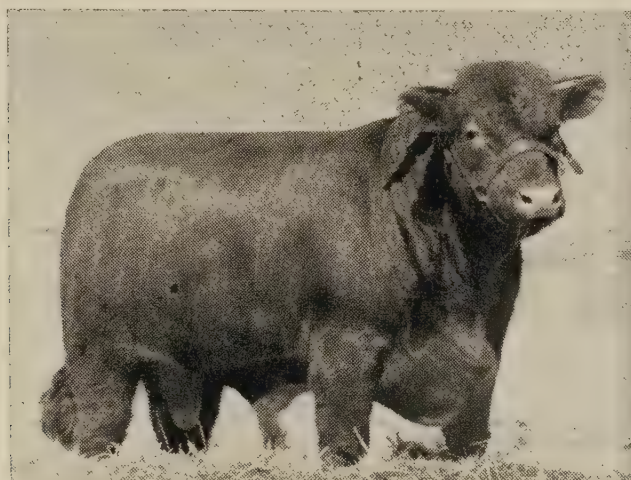
} Supreme Goldspur 2051328
Red, W. W. Neely

} Verd Lea Dainty Dame 4th
1891704
Roan, W. W. Neely



VERD LEA DAISY 2480921—this Maude family has been prolific and profitable for us. The dam of this heifer is a very typy cow and a consistent producer of good ones. Sells open. Pretested and vaccinated for Bangs.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION



Lomas Royal Leader 2331941—a great sire.

LOMAS FARMS

Cow

Lot 46

LF GLOSTER 3d 2490601

Red, calved August 28, 1947. Bred and owned by Lomas Farms, Villisca, Iowa. LE 175.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Roble Neptune 1965458
Red, Los Robles Ranch

DAM

Lo Mar Gloster 7th 2092139
Red, Wesley & Alfred Miller

Lo Mar Gloster 4th 2008612
Red, Wesley & Alfred Miller

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, J. MacGillivray

Pitpointie Thistle (289054)
Roan, Robt. L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Roble Leader 1785076
RLW, C. E. Sampson

Kenwood Missie 4th 1866405
Red, Kenwood Farms

Bridgebank Augustus 1908917
Roan, Harold Bacon

Oakdale Gloster 72d 1854013
Roan, Miller Farms

LF GLOSTER 3d 2490601 is a most attractive little heifer—deep, short-legged, thick and with a pleasing head. She is pretested and vaccinated for Bangs. Sells open.

Don't use water to put out an electrical fire
Use a chemical extinguisher.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

FARQUHAR

Cow

Lot 47

BROWNDALÉ VIOLET 2455386

Red, calved August 29, 1947. Bred and owned by Lisle Farquhar, Coin, Iowa. LE 7F09.

SIRE
Prince Royal 2300984
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Marion 45th 1958563
Roan, W. E. Summerville

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Marion 12th 1866779
Roan, W. E. Summerville

Douglas Advance 2139224
Red, Lomas Farms

Douglas Style 2033057
Red, McCone Bros.

Red Secret 3d 2047213
Red, Lomas Farms

DAM
Lady Douglas 2311246
Roan, Lisle Farquhar

Emma 26th 2210863
Roan, James A. Mackoy

August Dale 2016303
Red, L. F. Farley

Molly 2009408
Roan, James A. Mackoy

BROWNDALÉ VIOLET 2455386 is a dark red color, nice head, a good, thick body. Pretested and vaccinated for Bangs, also tested for T. B.

KLINE

Cow

Lot 48

MYSIE LADY 2487618

Red, calved November 14, 1947. Bred by Emery Larson, Harlan, Iowa; 2d owner January 19, 1948, S. H. Kline, Clarinda, Iowa. RE 67.

SIRE
Sunbeam Joffre 2d 2240179
Red, Geo. Larson & Sons

Sunbeam Supreme 1939585
Red, Geo. Larson & Sons

Parkdale Supreme 1711550
Roan, Bellows Bros.

Sunbeam's Pride 1422397
Roan, Geo. Larson

Meadow Beauty 6th 1874862
Roan, Geo. Larson & Sons

Parkdale Supreme 1811550
Roan, Bellows Bros.

Meadow Beauty 1630337
White, Emery Larson

Sunbeam Supreme 1939585
Red, Geo. Larson & Sons

Parkdale Supreme 1711550
Roan, Bellows Bros.

Sunbeam's Pride 1422397
Roan, Geo. Larson

DAM
Mysie Maid 7th 2123271
Red, Geo. Larson & Sons

Mysie Maid 6th 1951344
Red, Geo. Larson & Sons

Supreme Cumberland 1874859
Roan, Geo. Larson & Sons

Mysie Maid 4th 1874866
Roan, Geo. Larson & Sons

MYSIE LADY 2487618 is a very dark red, extremely short-legged, blocky heifer. Pretested and vaccinated for Bangs.

Since about 87% of the milk a cow supplies to her calf is made from water, a supply of clean, fresh water should be available to cattle at all times.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

KLINE

Cow

Lot 49

LADY DOUGLAS MERCURY 2497374

Red, calved February 12, 1948. Bred and owned by S. H. Kline, Clarinda, Iowa. RE 68.

SIRE

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark Roan, J. MacGillivray

Pitpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan

Pitpointie Thistle (289054)
Roan, Robert L. P. Duncan
Pitpointie Orange Blossom 21st
(137946)
Roan, R. L. P. Duncan

Ashbourne Style 1870413
Red, A. C. Shallenberger

Divide Superb 1683191
Red, The Allen Cattle Co.

DAM

Douglas Beauty 1995740
Red, S. H. Kline

Lady Douglas 35th 1655963
Red, A. C. Shallenberger

Maud 91st 1746629
Red, A. C. Shallenberger
Collynie Bannerbearer 1377219
Roan, Easton & Ward
Lady Douglas 25th 1331648
Red, A. C. Shallenberger

LADY DOUGLAS MERCURY 2497374 is a very good dark red heifer with an attractive pedigree. Her sire is one of the bulls being used in the Lomas Farms herd. Her dam is an extra good milk cow.

VAN PELT

Cow

Lot 50

VALLEY VIEW MAID 16th 2496086

White, calved April 5, 1948. Bred and owned by Ralph Van Pelt, Corning, Iowa. RE 148.

SIRE

Strowold State Express 2213779
Roan, L. A. Strother & Son

Lawton Favorite 2009148
Red, William Henderson

Collynie State Express (286968)
Red, Duthie Webster

Lawton Blossom 4th (188150)
White, Wm. Henderson

Violet Mist 39th 1919084
Roan, L. A. Strother & Son

Dreadnaught Charter 1822380
Roan, Mathers Bros.

Violet Mist 11th 1238585
Red, W. C. Prewitt & Sons

Brawith Improver 2218775
Red, Otis Westphal

Brookside Improver 2004206
Red, R. J. Egger

Victoria Mary 5th 1919608
Red, Otis A. Westphal

DAM

Valley View Maid 15th 2326645
Lt. Roan, Otis A. Westphal

Valley View Maid 12th 2161242
White, Otis A. Westphal

Browndale Supreme 1955144
White, Bellows Bros.

Valley View Maid 7th 1533045
Roan, A. O. Stanley, Est.

VALLEY VIEW MAID 16th 2496086 is a heifer of the right type, thick, an outstanding brood cow and the kind that stays typy. She is bred that way. She is pretested and vaccinated for Bangs. Sells open.

That there is no surplus until every need is met is an accepted truism.

A Select Draft of
Herd Heading Bulls

For the
BREEDER..RANCHMAN..FARMER

FREE FREIGHT OFFER — The American Shorthorn Breeders' Association offers to prepay freight up to \$200 on any shipment of **ten head or more breeding cattle** to any one destination 300 miles or over from Red Oak.

Bring your neighbors. . . Buy with them. . .
Ship with them.

**FEMALES — Cows With Calves at Foot
Bred and Open Heifers**

It is easy to ship cattle from Red Oak by rail or truck to any point in the nation. Plenty of trucks available for long distance hauls in any direction.

SAVE YOUR CATALOG. BRING IT TO THE SALE

SHORTHORN INTERNATIONAL



The Swing is to SHORTHORNS

Not ONE — but THREE Consecutive International Grand Champion Steers Over All Breeds Under Three Different Judges!

1. Shorthorns this year enjoyed their greatest year in steer triumphs in interbreed competition throughout the nation.
2. Demand for Shorthorn bulls for cross-breeding has been the greatest in modern history topped off by the highest record in bull sale averages in 30 years at the International Shorthorn Congress sale.
3. The average price for Shorthorns at auction in 1947 went up 24 percent.
4. New members in the American Shorthorn Breeders' Association hit a new all-time high of 2,333 in 1947. In six years Association membership has doubled over the entire number for all previous time up to that date.

**GET IN STEP WITH PROGRESS
BUY SHORTHORNS—Best in Every WEIGH!**

MONTY FESTO

September 13, 14, 15, 1948

Red Oak, Iowa

**BIG PARADE — BANDS, COMPANY M
ARMY & NAVY, FLOATS, ETC.**

**FARM IMPLEMENT & EQUIPMENT SHOW
TRACTOR & AUTO DISPLAY**

**MANUFACTURERS & DISTRIBUTORS EXHIBIT
TEAM PULLING CONTEST**



**SOCIETY HORSE SHOW WEDNESDAY
EVENING, SEPT. 15**



**SHORTHORN & POLLED SHORTHORN
SHOW and SALE**

also

**CLUB CALF SALE
MONDAY, SEPTEMBER 13**

Index of Consignors

Daniel E. Bower & Sons, Massena

Jilt's Lady B 2363641 (F)-----27

LeRoy V. Brown, Corning

Prince Goldpiece 2466355 (M)---21

Robin Jealousy 2478056 (F)-----38

Donald B. Bruce, Hastings

Lomas Farms Roan Lady

2425556 (F)-----29

F. R. Burnham, Griswold

Red Oak Tradition x2453898 (M)---6

Cumberland Stock Farm, Manilla

Briardale Carousel 294329 (M)---4

Cumberland Ransom 8th (sent
for record) (M)-----18

Will A. Davis & Son, Oakland

Will-A-Dell Master 2464693 (M) 14

Elvedor Farms, Hepburn

Elvedor Duke 2459063 (M)-----3

Fair Constance 27th 2390925 (F) 28

Lisle Farquhar, Coin

Diamond Mercury 2455384 (M)---10

Prince's Advance 2487452 (M)---22

Roan Beauty 2455389 (F)-----41

Browndale Violet 2455386 (F)---47

Mrs. Thera Ferrel, Randolph

Templar's Seal (M)-----2

Carol Ann Goldberg, Essex

Victoria Rose 2482805 (F)-----40

Luther Goldberg, Essex

Majestic Duke 2489929 (M)-----20

Richard Green, Orient

Goldfinder's Mint Augie

2480920 (M)-----19

Verd Lea Daisy 2480921 (F)-----45

Harold J. Hart, Villisca

Mercury's Proud Prince

2455182 (M)-----9

Lady Secret 2455184 (F)-----43

Richard Hart, Villisca

Champion Mercury 2455183 (M)---11

O. R. Hyde, Hastings

Augusta 25th 2426600 (F)-----32

Augusta 26th 2426599 (F)-----39

Max Isaacson, Stanton

Lomas Farms Maud 2425553 (F) 31

J. N. & J. L. Johnson, Sidney

Marjory May 5th 2479033 (F)---36

Roan Marjory 2479034 (F)-----37

S. H. Kline, Clarinda

Mysie Lady 2487618 (F)-----48

Lady Douglas Mercury

2497374 (F) -----49

Lomas Farms, Villisca

LF Cockade Mercury

2380561 (M)-----1

LF Roan Lady 2490607 (F)-----44

LF Gloster 3d 2490601 (F)-----46

Tip Lucas & Son, Lenox

Village Augusta 14th 1987186 (F) 25

McCone Bros., Botna

Fancy Augusta 15th 2137269 (F) 26

Rosebud 7th 2422196 (F)-----30

Gipsy Maid 30th 2443427 (F)-----35

Malmberg Bros., Villisca

Tenville's Rose 2418669 (F)-----33

Ray D. Nickle, Clearfield

Prince of Pine Ridge 2d

2460900 (M)-----7

Prince of Pine Ridge 3d

2460901 (M)-----12

Prince of Pine Ridge 4th

2460902 (M)-----15

Prince of Pine Ridge

2460899 (M)-----17

James L. Petersen, Exira

Romeo Lad 2451479 (M)-----5

R. E. Phillip, Red Oak

Red Oak Grand x2453896 (M)---13

Ralph Van Pelt, Corning

Valley View Maid 16th

2496086 (F)-----50

THE RED OAK EXPRESS
RED OAK, IOWA

FRIENDS Magazine
CECO PUBLISHING CO.
Box 27, M. J. Station
Detroit 11, Mich.



MR W W NEELEY
GREENFIELD IOWA 18-193

SEC. 562, P. L. & R.
U.S. POSTAGE
PAID
PERMIT NO. 4876
DETROIT, MICH.

Lot

2 - 310
 3 - 350
 4 - 560
 5 - 330
 6 - 285
 7 - 400 Reserve Champ.
 8 - 285
 10 - 215
 11 - 375
 12 - 330
 14 - 440
 15 - 350
 17 - 300
 18 - 785
 18 - 250
 20 - 270
 21 - 170
 22 - 155
 26 - (calf - 135)
 (Cov - 310)
 28 - 285

29 - 360
 30 - 450
 31 - 260
 32 - 245
 33 - 195
 35 - 725

Perkins
 at Conning

37 - 200
 38 - 200
 39 - 425
 40 - 225
 41 - 190
 43 - 380
 44 - 260
 45 - 140
 46 - 185
 47 - 180
 48 - 175
 49 - 185
 50 - 250

Green a "crack bull" and I have never
 seen a good calf from him. Bert Bittell said "Green
 knows it." That's what they got from us were
 better cattle.
 Phil sold

I was ashamed of her

